

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1946

ISSUE DATE: July 14, 2015

TITLE: *Design and Development of Materials Promoting the Responsible Tobacco Retailer Campaign*

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING
YOUR PROPOSAL**

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <http://emaryland.buyspeed.com/bsol> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR Number on the Technical Proposal Form.

Summary Statement

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is expanding the reach of the *Responsible Tobacco Retailer Campaign* to promote responsible tobacco retailing in sales outlets, change community norms, and reinforce that selling tobacco to youth under the age of 18 is in violation of local, state and federal laws. CTPC is soliciting services for the design and development of outreach materials, print and radio media that will reach retailers who sell tobacco products and complement existing campaign resources.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin *on or about* August 17, 2015 through January 15, 2016. **Financial proposals must equal \$25,000.**

Background

Tobacco use remains the number one cause of preventable death and disease in the United States. Currently, more than 480,000 Americans lose their lives each year due to smoking-related diseases, with almost 90% of these smokers starting in their teens. If current trends continue, 5.6 million youth who are currently under the age of 18 will ultimately die prematurely in their adult

lives from smoking. Each day in the United States, more than 3,200 youth (younger than 18 years of age) smoke their first cigarette and another 2,100 youth and young adults who are occasional smokers progress to become daily smokers.¹ Efforts focusing on preventing youth tobacco initiation, and helping those who do use to quit should remain in the forefront of public health initiatives.

Retailers play an important role in preventing youth tobacco initiation by eliminating or reducing access to tobacco. In fact, retailer behavior is the strongest predictor in the sale of cigarettes to youth;² youth who perceive cigarettes as easy to get are more likely to become regular smokers than those who perceive them as hard to get.³ Underage smokers who are older are more likely than younger smokers to buy cigarettes directly in stores and become regular smokers.⁴ Youth who are regular smokers are also the most likely to supply other youth with tobacco products.⁵

Data from the 2013 MD YTRBS shows that asking for photo identification does reduce cigarette sales to underage youth. When Maryland tobacco retailers requested to see photo identification, 32.7% of underage youth succeed in buying cigarettes— compared with a 78.7% success rate when photo identification is not requested.⁶

The Task Force on Community Preventive Services recommends mobilizing communities in combination with active enforcement of retailer sales laws and retailer education with reinforcement as an evidence-based approach for reducing youth access to tobacco.⁷ Education and awareness efforts for merchants and the public have also been recommended by state attorneys general and other experts as an important component of a successful enforcement program.⁸

In 2014, DHMH launched the *Responsible Tobacco Retailer Campaign* to reduce youth access to tobacco products and renew the focus on retailer responsibility. CTPC is seeking a vendor to design and develop materials that complement and expand the reach of existing campaign resources. The selected Offer shall produce radio ads, develop out-of-home/print ads and develop other materials that further the reach of existing materials while maintaining “brand awareness”

1 U.S. Department of Health and Human Services. *The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

2 Klondoff, A & Landrine, H, “Predicting youth access to tobacco: the role of youth versus store-clerk behavior and issues of ecological validity,” *Health Psychology* 23(5):517-524, September 2004.

3 Doubeni, C, et al., “Perceived Accessibility as a Predictor of Youth Smoking,” *Annals of Family Medicine* 16(1):137-45, July/August 2008.

4 Substance Abuse & Mental Health Services Administration, U.S. Dept of Health & Human Services, 2003 National Survey on Drug Use and Health, September 9, 2004. <http://www.oas.samhsa.gov/nhsda.htm#NHSDAinfo>.

5 Campaign for Tobacco-Free Kids Factsheet, Where Do Youth Smokers Get Their Cigarettes, <http://tobaccofreekids.org/research/factsheets/pdf/0073.pdf>.

6 Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland General Assembly and Governor, Fiscal Year 2013. (2014, August). Baltimore, MD: Maryland Department of Health and Mental Hygiene <http://phpa.dhmh.maryland.gov/ohpetup/Documents/HG%2013-1004%20-%20PHPA%20-%20Biennial%20Tobacco%20Study%20.pdf>

7 Guide to Community Preventive Services. Community mobilization with additional interventions to restrict minors' access to tobacco products. Retrieved August 12, 2014 from www.thecommunityguide.org/tobacco/communityinterventions.html.

8 Campaign for Tobacco Free Kids. Enforcing Laws Prohibiting Cigarette Sales to Kids Reduces Youth Smoking. Retrieved on August 12 from: <http://www.tobaccofreekids.org/research/factsheets/pdf/0049.pdf>

by utilizing the same branding theme and logo as previously developed materials. Current campaign materials can be viewed here: www.NoTobaccoSalesToMinors.com.

Scope of Work

1) Work Plan. The selected Offeror shall provide a work plan, including a specific timeline for the development of all campaign components requested.

- a. The selected Offeror shall schedule an in-person meeting with CTPC staff at DHMH headquarters in Baltimore, MD during the week of August 24, 2015. At this meeting a project timeline and work-plan will be finalized.
- b. The selected Offeror shall provide at least three (3) different design concepts that complement and expand the reach of previously developed *Responsible Tobacco Retailer Campaign* materials, as well as overall summaries/descriptions for all material designs to CTPC staff, due no later than **September 14, 2015**. Current campaign materials can be viewed here: www.NoTobaccoSalesToMinors.com.
- c. The selected Offeror shall attend eight (8) focus groups across the state at approximately ninety (90) minutes length each. CTPC anticipates that all eight (8) focus groups will take place during the month of September 2015, however the selected Offeror must remain flexible in their availability to attend focus groups outside this timeframe.

Focus group participants will review current *Responsible Tobacco Retailer Campaign* materials as well as new concepts, designs and draft material proposed by the selected Offeror. Upon completion of the focus groups, CTPC staff and the selected Offeror will make final decisions on the direction of materials. *Focus group testing is not included as part of the deliverables for this contract, testing will be completed through a separate contract. However, attendance at the focus groups is included as part of the deliverables for this contract.*

- d. Once materials are developed, the creative will be reviewed and approved by CTPC staff. Approval may also be required by higher government authorities; potential final edits required by this review process will be the responsibility of the Offeror. Final approval must be obtained from CTPC prior to finalizing and distributing files.
- e. The selected Offeror shall provide all materials to CTPC in formats that are ready-to-air or ready-to-print due no later than **November 20, 2015**.

2) Creative Design. The selected Offeror shall maintain “brand awareness” by utilizing the same branding theme and logo as the current *Responsible Tobacco Retailer Campaign*. CTPC will provide the selected Offeror with the required materials, DHMH logo and other mandatory tags or disclaimers as needed upon award.

- a. Ads shall direct viewers to the campaign website:
www.NoTobaccoSalesToMinors.com.
 - b. Although new, original messaging and materials are required to be developed as part of this contract, all deliverables shall extend the overall theme of existing campaign materials. Current ads, guidebook, and promotional materials can be viewed here: www.NoTobaccoSalesToMinors.com.
 - c. The selected Offeror must write and edit the content of all print materials so that the materials are easy to read and written in plain language (6th grade reading level).
 - d. Materials shall be available as both print and electronic downloadable formats. The electronic formats will be placed on existing Department and DHMH-funded Resource Center websites and will be available for free download and order upon request.
- 3) Material Components.** The selected Offeror shall provide three (3) unique concepts from which a selection will be made to design materials that complement existing *Responsible Tobacco Retailer Campaign* materials. CTPC and its partners will utilize materials developed to educate retailers about remaining compliant with federal, state, and local youth tobacco sales laws, as well as to positively reinforce responsible retailing. Materials will be sent to retailers who sell tobacco products in Maryland and available for free download/order on existing Department and DHMH-funded Resource Center websites.
- a. **Radio Ads.** The selected Offeror shall draft concepts and language for the radio ads due no later than **September 14, 2015**. The concepts will be presented to CTPC staff and focus group participants. Upon completion of the focus groups, CTPC staff and the selected Offeror will make final decisions on the direction of materials.
- The selected Offeror shall use the chosen concept to write and produce radio ads which must complement existing ads and campaign materials. The radio ads shall be completed, approved, and ready-to-air due no later than **November 20, 2015**.
- i. **Script.** The selected Offeror shall write and edit a script for (:60s), (:30s) and (:15s) radio ads. It shall be the responsibility of the selected Offeror to edit the scripts based on feedback from CTPC. CTPC will have final approval of the scripts before production. It is permitted to use the same ad in an edited version.
 - ii. **Ad Production.** The selected Offeror shall use the approved scripts to produce (:60s), (:30s) and (:15s) radio ads. CTPC will have final approval of the produced ads, and the selected Offeror shall be responsible for any edits requested by CTPC (if any).

iii. Talent and Licensing fees. If talent, music, etc. will be used in the ads, all associated talent (union or non-union) and licensing fees must be covered by the selected Offeror for indefinite use by the Department. All arrangements and coordination for production and talent shall be made by the selected Offeror, and these costs shall be included in the budget proposal. *The Offeror shall estimate the use of up to three (3) separate talent for the radio ads. Actual number of talent will be determined by CTPC, not to exceed three (3).*

- b. **Out-of-Home Ads.** The selected Offeror shall design and develop out-of-home ads that complement the previously developed *Responsible Tobacco Retailer Campaign* ads. The selected Offeror shall draft concepts, design and language due no later than **September 14, 2015**. The concepts will be presented to CTPC staff and focus group participants. Upon completion of the focus groups, CTPC staff and the selected Offeror will make final decisions on the direction of materials.

The selected Offeror shall use the chosen concept to develop out-of home ads which must complement existing ads and materials. The out-of-home ads shall be completed, approved and ready-to-place due no later than **November 20, 2015**.

The ads produced shall be similar in design and messaging; however, the amount of text/content incorporated on the ads and file sizes will vary by medium. The selected Offeror shall produce ads that can be placed on:

1. Billboards (Poster and Bulletin size)
2. Transit* (Metro/MARC interior ads, bus sides and backs, interiors of buses/Metro/light rail, Station kiosks and platforms, etc.)

*Baltimore City and other regions of the state. CTPC will provide sizes needed after award.

- c. **Posters/Print Ads.** The selected Offeror shall design poster and print ads that are consistent in theme and design as the out-of-home ads developed. The selected Offeror shall use their expertise to propose sizes that will best reach and be utilized by tobacco retailers. A description of materials as well as a rationale for theme, design and sizes must be included. Poster/print ads shall be completed, approved and ready-to-print/ready-to-place due no later than **November 20, 2015**.
- d. **Other Items/Components.** The Offeror shall use their expertise to propose and design additional materials that will best reach tobacco retailers. For example, postcards, training videos to be hosted on Department and DHMH-funded Resource Center websites, templates for newsletter articles, promotional materials for stores (e.g. note pads, counter mats, etc.). A description of materials as well as a rationale describing how the proposed items will best reach and be utilized by retailers who sell tobacco must be included.

The selected Offeror shall draft concepts, design, and language as well as provide mock-ups for the proposed items due no later than **September 14, 2015**. The concepts will be presented to CTPC staff and focus group participants. Upon completion of the focus groups, CTPC staff and the selected Offeror will make final decisions on the direction of materials.

The selected Offeror shall use the chosen concept to develop the materials which must complement existing materials. All items must be completed, approved and "ready to use" due no later than **November 20, 2015**.

- 4) **Edits.** Once materials are developed, the creative will be reviewed and approved by CTPC staff. Approval may also be required by higher government authorities; potential final edits required by this review process will be the responsibility of the selected Offeror. Final approval must be received from CTPC prior to finalizing and distributing files.

Additionally, the selected Offeror shall be responsible for edits to existing *Responsible Tobacco Retailer Campaign* materials, as required by CTPC. It is not anticipated that current materials will require edits/updating; however, if edits are required it shall be the responsibility of the selected Offeror to make the necessary changes. All materials shall be provided to CTPC in "ready to use" and original file formats.

- 5) **File Sharing.** The selected Offeror shall coordinate with the vendors selected by DHMH to place the radio, out-of-home and print ads by providing all necessary files and information to these vendors. High resolution PDF (300 dpi or greater) as well as workable files packaged with all components necessary to reproduce the materials must be provided at this time, this includes but is not limited to fonts, printer settings, color, etc. The selected Offeror must confirm with all parties that they can accept the files and formats, and make necessary changes (if any) to the files in order to complete ad placement. Expected timeframe for file delivery is December 2015. Files shall be delivered to vendors *and* to CTPC. CTPC will provide the vendor names to the selected Offeror at the appropriate time. **NOTE: ad placement is NOT a part of this contract.*

6) **Final Products.**

- a. **All design, production, and other-related fees must be included in the Financial Proposal.** Final products must be available for the perpetual use of the Department and its designees for future campaigns at no additional cost. If stock photos/artwork/images are purchased, proof of buy-out/licensing documents must be provided to the Department to keep on file.

The selected Offeror shall purchase all rights to any music, etc. used in conjunction with the radio ads or other components developed. If talent will be used in the ads, all associated talent fees (union or non-union) and other related costs must be covered by the selected Offeror for indefinite use by CTPC/DHMH. All arrangements and coordination for production and talent shall be made by the selected Offeror, and these costs shall be included in the budget proposal. Copies

of all agreements, contracts and proof of talent buy-out must be provided to the Department to keep on file. *The Offeror shall estimate the use of up to three (3) separate talent for the radio ads. Actual number of talent used will be determined by CTPC, not to exceed three (3).*

The Department will have final approval on the final designs, ads, content, signage, and other materials as proposed. All materials will be the property of and solely owned by the Department.

- b. The selected Offeror shall be responsible for **all** creative services necessary for production, including, but not limited to, design, typesetting, formatting and sizing of files, editing, photographic services, recording, dubbing and purchase of stock photos and artwork.
- c. The selected Offeror shall provide all final products in “ready to use” formats. All print materials shall be packaged and sent in both high resolution PDF formats (300 dpi at full size or better) and their original file formats (I.e., InDesign, Photoshop, Illustrator, etc.). Any vector based graphics shall be submitted in their original, editable file formats. The selected Offeror must package and send with the original editable file formats all components necessary to reproduce the materials, including but not limited to fonts, printer settings, colors, etc. The selected Offeror shall provide a summary document outlining all of the specs (I.e., fonts, colors, etc.) used in the designs, so the Department may use the ads in the future. The selected Offeror shall provide all material files in a variety of electronic formats (I.e., JPEG, PDF, gif, tif, DVD copies, etc.) as deemed necessary by the Department.
- d. The selected Offeror shall provide CTPC with “ready-to-use” files in broadcast quality format for radio ads, as well as any other necessary files required by CTPC.
- e. In order to approve all creative designs, the selected Offeror shall establish an electronic delivery/sharing system in a format to be determined upon award.
- f. The selected Offeror must provide all final files to CTPC on an external memory source (I.e., thumb drive, DVD, etc.)

- 7) **Summary Report.** The selected Offeror shall provide a summary report at the conclusion of the contract detailing completion of deliverables, expenditures, any suggested next steps for utilizing the materials and an outline of printing specifications and costs. All final files shall be included at this time. The selected Offeror must provide final files to CTPC on an external memory source (I.e., thumb drive, DVD, etc.)

Ownership and Rights of Materials

All work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and

thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. The Department shall have complete ownership of all materials developed as part of this solicitation, in part or in whole, to utilize at the Department’s discretion. **All materials developed will remain the property of the State of Maryland. All related fees must be included in the final bid price.**

All final products must be available for the perpetual use of the Department and its designees for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. The Department shall use all final ads at their discretion. The selected Offeror shall provide all material files in formats deemed necessary by the Department.

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). Offerors must be registered as an SBR in order to submit a proposal.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

Technical Proposal Submissions

The Offeror shall send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes attachments regarding organizational capabilities). The Offeror should secure the Technical Proposal using a single staple (no binding please). One original and four (4) copies should be placed in a sealed envelope labeled “Technical Proposal.” **Do NOT include any financial information or reference to price in the Technical Proposal.**

Technical Proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The Offeror’s small business reserve number and federal identification number.
- B. Organizational Capability:
 - 1. Describe the experience and capabilities of the organization relevant to accomplishing this project. Please include expertise related to the development of outreach materials, out-of-home ads, and print ads as well as radio ad production.
 - 2. Include descriptions of prior relevant projects; in particular those working within the retail industry, tobacco prevention and control, and/or other public health-related topics.

3. Submit a required minimum of two (2) letters of recommendation from other agencies with whom the organization has collaborated or from former or current clients. Letters of recommendation must be dated no more than three (3) years prior to the solicitation date.

C. Work Plan:

1. The Offeror shall submit a work plan that includes a timeline for the design and development of materials, meeting all deadlines as outlined in this solicitation.
2. The Offeror shall describe an overall concept and rationale for design and features. The Offeror must describe how the proposed concept and design will complement existing *Responsible Tobacco Retailer Campaign* resources.
3. The Offeror shall describe materials to be developed and innovative features to be utilized. A rationale for materials chosen must be provided. The Offeror must justify how materials will best reach and be meaningful to tobacco retailers.
4. The Offeror shall provide and explain relevant reference materials to demonstrate past experience, including 2-3 samples of similar work produced (samples can be included as attachments and are not required to be part of the six (6) page limit). *Sample materials can be returned to the Offeror after review by the evaluation committee. The Offeror must state this in their proposal and provide a return address for materials to be mailed.*

- D. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.

Financial Proposal Submissions

Offerors shall submit one original signed and completed Financial Proposal Form (Attachment A) along with four (4) copies. Offerors shall also provide one original signed separate line item budget and narrative along with four (4) copies. The Offeror should secure the Financial Proposal using a single staple (no binding please). The Financial Proposal shall be placed in a sealed envelope labeled "Financial Proposal." The Financial Proposal shall be all inclusive – all costs associated with completing the deliverables of the contract must be included in the budget.

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation. The technical component and financial component are given equal weight.

Technical Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Does the Offeror provide a strong rationale for the development, overall design concept and features for the proposed materials and radio ads? Does the Offeror describe and justify how the proposed materials will best reach and be meaningful to tobacco retailers, complement existing resources and meet the goals of the Department?
- B. To what extent does the Offeror have the experience and capability to design outreach materials and produce radio ads to meet the goals of the Department?
- C. Does the Offeror's proposal provide a work plan and timeline that are realistic for completing this project?
- D. Does the Offeror's proposal and past works demonstrate their experience with similar projects, creativity and ability to provide innovative design ideas for the materials?
- E. How strong are the letters of recommendation and relevant past projects in demonstrating the Offeror's capabilities for the project outlined in this solicitation?
- F. Does the Offeror have any conflicts of interest?

Financial Evaluation Criteria of Proposal

The State will evaluate Financial Proposals based on the following evaluation criteria.

- A. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

Contract Term

The term of this contract shall be on or about August 17, 2015 through January 15, 2016.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the selected Offeror. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected Offeror. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, contract dates, Blanket Purchase Order (BPO) number, and signature in order to be processed.** Original, signed invoices must be mailed to the contract monitor to be processed for payment. No scanned, emailed, faxed, or copied invoices will be accepted for payment.

OFFER SUBMISSION INFORMATION

Interested parties should place both their sealed Financial Proposal envelope and sealed Technical Proposal envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked. The Financial Proposal must include ALL final costs for completing the project.

SUBMISSION DEADLINE

Offers must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 12 p.m. NOON on July 31, 2015** in order to be considered. Submission envelope must show the Procurement ID number. **Offerors cannot submit multiple responses and only one proposal permitted per envelope.**

Offerors who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the Third (3rd) Floor, Room 306 and ask for Chuck Bailey. *NOTE: When dropping off the offer, please obtain a receipt.

Offerors that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Chuck Bailey, 410-767-5601). *NOTE: When dropping off the offer, please obtain a receipt.

Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (by e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:

Chuck Bailey
Procurement Specialist
Department of Health and Mental Hygiene
201 W. Preston St., Rm. 306
Baltimore, MD 21201
Phone: 410-767-5601
chuck.bailey@maryland.gov

ISSUING OFFICE:

Dana Moncrief
Chief, Statewide Public Health Initiatives
Department of Health and Mental Hygiene
Center for Tobacco Prevention and Control
201 W. Preston St.
Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Attachment A – Financial Proposal Form

PROCUREMENT I.D. NUMBER: PHPA-S1946

ISSUE DATE: July 14, 2015

TITLE: *Design and Development of Materials Promoting the Responsible Tobacco Retailer Campaign*

A. Offeror Information:

Vendor Name: _____
Federal Tax ID (FEIN#): _____
Contact Person: _____
Address: _____
Telephone/Email: _____
Fax: _____
SBR Number: _____

B. Total cost of contract must equal \$25,000

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1946.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from 8/17/15 to 1/15/16

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Creative design for all components/materials/ads	
4. Radio ad production	
5. Other direct costs (please explain)	
TOTAL COST	\$25,000

* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form.